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INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK NY 10017

TO: Distribution

DATE: June 22, 1990

FROM: Matthew N. Winokur

SUBJECT: Ingredients Plan Update

I briefed the new Edelman team managing PR for Covington and Burling on the ingredients issue. We took the opportunity to review the program and lay out the next steps, including an operating assumption that there will be some as yet unidentified resolution on ingredients disclosure/labelling as part of a Kennedy/Waxman bill. Therefore, Edelman will:

* Continue media training for the two outside expert scientists. (One has already been trained.)

* Adjust the scenarios in the earlier PR plan to diminish the focus on leaks. (I explained that C&B will likely have sufficient advance notice regarding possible labelling requirements to give Edelman time to work out well tailored speaking points, press material, etc.)

* Review press reaction to the ingredients issue in Canada and the U.K. to help gauge how U.S. media may react.

* Draw parallels between the current U.S., U.K., Canadian and F.R.G. ingredients laws to ensure the industry spokesperson can articulate differences/similarities. (The document may prove moot. But if it identifies perceived "weaknesses" in U.S. disclosure requirements, it could productively identify questions the press might raise.)

* Ensure C&B keeps Edelman up to date on ingredients related legislation.

Out of all this Edelman will be able to construct a plan to explain the ingredients labels that may result from legislation.

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